



WPTV

ORDER

Print Date 10/23/12

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Flight Dates **10/23/12-10/26/12**

Contract / Revision **315444 /**
Original Date / Revision
 10/22/12 10/22/12
Advertiser **Keever / Republican / State**

Agency **McLaughlin & Associates**
Buying Contact

**919 Prince Street
 Alexandria, VA 22314**

Product
Dina Keever for State Attorney

Agency Com 15%
Billing Contact

**919 Prince Street
 Alexandria, VA 22314**

Sales Office EWSDC
Sales Region NAT
Agency Ref

Order Sep 00:20:00
Estimate # **620**
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A25-54
Rev Codes POL POL CAND
Product Codes PL
Priority FX
Advertiser Ref

Primary Account Executive
 Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share %	Market Value
Competing Station	% of Order Amount
CABLE	%
UNKWN	100%
WFGC	%
WFLX	%
WPBF	%
WPEC	%
WPPB	%
WPXP	%
WTCE	%
WTCN	%
WTVX	%
WXEL	%

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	30	\$26,562.50	\$31,250.00	0.00
Totals	30	\$26,562.50	\$31,250.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/26/12	30	\$26,562.50	\$31,250.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WPTV	10/23/12	10/26/12	M-F 7-9a M-F 7-9a	CM	7-9a	- 1111 - -	:30	4	\$1,500.00	FX	0.00	NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	- 1111 - -			4		\$1,500.00		0.00				
N 2	WPTV	10/23/12	10/24/12	M-F 10-11a M-F 10-11a	CM	10-11a	- 11 - - - -	:30	2	\$575.00	FX	0.00	NM	2	\$1,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	- 11 - - - -			2		\$575.00		0.00				
N 3	WPTV	10/23/12	10/26/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	- 1111 - -	:30	4	\$500.00	FX	0.00	NM	4	\$2,000.00



WPTV

Print Date: 10/23/12

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Contract / Revision **315444** Flight Dates **10/23/12-10/26/12**

Hiatus Dates

Original Date / Revision 10/22/12/ 10/22/12

Order Sep 00:20:00

Advertiser **Keever / Republican / State** Product **Dina Keever for State Attorr** Estimate # **620**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WPTV	10/23/12	10/26/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	- 1111--	:30	4	\$500.00	FX	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- 1111--					4	\$500.00		0.00			
N 4	WPTV	10/23/12	10/26/12	M-F 1-2p M-F 1-2p	CM	1-2p	- 1111--	:30	4	\$425.00	FX	0.00	NM	4	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- 1111--					4	\$425.00		0.00			
N 5	WPTV	10/23/12	10/26/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	- 1111--	:30	4	\$725.00	FX	0.00	NM	4	\$2,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- 1111--					4	\$725.00		0.00			
N 6	WPTV	10/23/12	10/23/12	M-F 5-530p M-F 5-530p	CM	5-530p	- 1-----	:30	1	\$1,600.00	FX	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- 1-----					1	\$1,600.00		0.00			
N 7	WPTV	10/23/12	10/24/12	M-F 530-6p M-F 530-6p	CM	530-6p	- 11----	:30	2	\$1,600.00	FX	0.00	NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- 11----					2	\$1,600.00		0.00			
N 8	WPTV	10/23/12	10/24/12	M-F 6-630p M-F 6-630p	CM	6-630p	- 11----	:30	2	\$1,800.00	FX	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- 11----					2	\$1,800.00		0.00			
N 9	WPTV	10/23/12	10/24/12	M-F 7-730p M-F 7-730p	CM	7-730p	- 11----	:30	2	\$950.00	FX	0.00	NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- 11----					2	\$950.00		0.00			
N 10	WPTV	10/23/12	10/24/12	M-F 730-8p M-F 730-8p	CM	730-8p	- 11----	:30	2	\$950.00	FX	0.00	NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- 11----					2	\$950.00		0.00			
N 11	WPTV	10/23/12	10/24/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	- 11----	:30	2	\$1,400.00	FX	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- 11----					2	\$1,400.00		0.00			
N 12	WPTV	10/24/12	10/24/12	Wednesday Prime B Law & Order SVU	CM	9-10p	--W----	:30	1	\$2,500.00	FX	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$2,500.00		0.00			
Totals														30	\$31,250.00